

## WHAT IS CLAIMED IS:

1. A computer-implemented system for the dynamic customization of user-requested content, the system comprising:

a network-connected client having a browser that sends a user request for a content item belonging to a category to the network;

a customization server platform connected to the network, the customization server platform receiving the request for the content item, the server platform comprising:

an information source having the content item;

an application program specifying a taxonomy of the relationship of content items and actions based on their categories; and

a rules and action module having an action belonging to the category and a rule for invoking the action upon the identification of the receipt of a requested content item having the same category as the action; and

wherein the network-connected client and the customization server platform are located on the same machine.

2. The computer-implemented system of claim 1, further comprising a categorizer for identifying the category of the content item and the action, wherein the categorizer and the network-connected client are located on the same machine.

3. The computer-implemented system of claim 1, further comprising a categorizer for identifying the category of the content item and the action, wherein the categorizer is a dedicated hardware device.

4. The computer-implemented system of claim 1, wherein the network-connected client is a personal digital assistant.

5. The computer-implemented system of claim 1, wherein the network-connected client is a wireless device.

6. A computer-implemented system for the dynamic customization of content to a user-specified persona, the system comprising:

5 a network-connected client having a browser that sends a user-specified persona belonging to a category to the network;

a customization server platform connected to the network, the customization server platform receiving the persona, the server platform comprising:

an information source for storing the persona;

10 an application program specifying a taxonomy of the relationship of personas and actions based on their categories; and

a rules and action module having an action belonging to the category and a rule for invoking the action upon the identification of the receipt of a persona having the same category as the action; and

15 wherein the network-connected client and the customization server platform are located on the same machine.

7. The computer-implemented system of claim 6, wherein the network-connected client is a personal digital assistant.

8. The computer-implemented system of claim 6, wherein the network-connected client  
20 is a wireless device.

9. A computer-implemented system for the dynamic auto-indexing and expansion of the content of an information source based on user-requested content, the system comprising:

a network-connected client having a browser that sends a user request for a content item belonging to a category to the network;

a customization server platform connected to the network, the customization server platform receiving the request for the content item, the server platform comprising:

5 a first information source having the content item;

an application program specifying a taxonomy of the relationship of content items and actions based on their categories; and

an information retrieval module comprising a front-end application program for retrieving the content item and its linked category content from a second information source on the network and storing the retrieved content in the first information source; and

wherein the network-connected client and the customization server platform are located on the same machine.

10 10. The computer-implemented system of claim 9, wherein the network-connected client is a personal digital assistant.

11. The computer-implemented system of claim 9, wherein the network-connected client is a wireless device.

12. A computer-implemented system for the dynamic customization of user-requested content, the system comprising:

20 a network-connected client having a second application program that sends a user request for a content item belonging to a category to the network;

a customization server platform connected to the network, the customization server platform receiving the request for the content item, the server platform comprising:

an information source having the content item;

an application program specifying a taxonomy of the relationship of content items and actions based on their categories; and

a rules and action module having an action belonging to the category  
 5 and a rule for invoking the action upon the identification of the receipt of a requested content item having the same category as the action; and

wherein the network-connected client and the customization server platform are located on the same machine.

10 13. The computer-implemented system of claim 12, further comprising a categorizer for identifying the category of the content item and the action, wherein the categorizer and the network-connected client are located on the same machine.

14. The computer-implemented system of claim 12, further comprising a categorizer for identifying the category of the content item and the action, wherein the categorizer is a dedicated hardware device.

15 15. The computer-implemented system of claim 12, wherein the network-connected client is a personal digital assistant.

16. The computer-implemented system of claim 12, wherein the network-connected client is a wireless device.

20 17. A computer-implemented system for the dynamic customization of content to a user-specified persona, the system comprising:

a network-connected client having a second application program that sends a user-specified persona belonging to a category to the network;

a customization server platform connected to the network, the customization

server platform receiving the persona, the server platform comprising:

an information source for storing the persona;

an application program specifying a taxonomy of the relationship of personas and actions based on their categories; and

5 a rules and action module having an action belonging to the category and a rule for invoking the action upon the identification of the receipt of a persona having the same category as the action; and

wherein the network-connected client and the customization server platform are located on the same machine.

10 18. The computer-implemented system of claim 17, wherein the network-connected client is a personal digital assistant.

19. The computer-implemented system of claim 17, wherein the network-connected client is a wireless device.

15 20. A computer-implemented system for the dynamic customization of user-requested content, the system comprising:

a network-connected subscriber server system having a third application program that forwards a user request for a content item belonging to a category to the network;

20 a customization server platform connected to the network, the customization server platform receiving the request for the content item, the server platform comprising:

an information source having the content item;

an application program specifying a taxonomy of the relationship of

content items and actions based on their categories; and

a rules and action module having an action belonging to the category and a rule for invoking the action upon the identification of the receipt of a requested content item having the same category as the action; and

5 wherein the network-connected client and the customization server platform are located on the same machine.

21. The computer-implemented system of claim 20, further comprising a categorizer for identifying the category of the content item and the action, wherein the categorizer and the network-connected client are located on the same machine.

10 22. The computer-implemented system of claim 20, further comprising a categorizer for identifying the category of the content item and the action, wherein the categorizer is a dedicated hardware device.

23. The computer-implemented system of claim 20, wherein the network-connected client is a personal digital assistant.

15 24. The computer-implemented system of claim 20, wherein the network-connected client is a wireless device.

25. A computer-implemented system for the dynamic auto-updating of the content of an information source based on user-requested content, the system comprising:

20 a network-connected client having a browser that sends a user request for a content item having a second version indicator, the content item belonging to a category to the network;

a customization server platform connected to the network, the customization server platform receiving the request for the content item having a second version indicator,

the server platform comprising:

a first information source having the content item having a first version indicator;

an application program specifying a taxonomy of the relationship of content items and actions based on their categories; and

an information retrieval module comprising:

a back-end application program having a means for comparing the version indicator of a requested content item with the version indicator of the content item stored in the first information source, and sending a request for the URL of the content item when the version indicators do not match; and

a front-end application program for receiving the requested URL from the back-end application program and retrieving the second version content item and its linked category content from a second information source connected to the network and storing the retrieved second version content item and linked category content in the first information source,

wherein the content item having the second version indicator is created subsequent to the creation of content item having the first version indicator; and

wherein the network-connected client and the customization server platform are located on the same machine.

26. The computer-implemented system of claim 25, wherein the network-connected client is a personal digital assistant.

27. The computer-implemented system of claim 25, wherein the network-connected client is a wireless device.

28. A computer-implemented system for the dynamic customization of user-requested content, the system comprising:

a network-connected client having a browser that sends a user request for a content item belonging to a category to the network;

5 a customization server platform connected to the network, the customization server platform receiving the request for the content item, the server platform comprising:

an information source having the content item;

an application program specifying a taxonomy of the relationship of content items and actions based on their categories; and

10 a rules and action module having an action belonging to the category and a rule for invoking the action upon the identification of the receipt of a requested content item having the same category as the action; and

a categorizer for identifying the category of the content item and the action, wherein the categorizer and the network-connected client are located on the same  
15 machine.

29. The computer-implemented system of claim 28, wherein the categorizer is a dedicated hardware device.

30. The computer-implemented system of claim 28, wherein the network-connected client is a personal digital assistant.

20 31. The computer-implemented system of claim 28, wherein the network-connected client is a wireless device.

32. A computer-implemented system for the dynamic customization of user-requested content, the system comprising:



a network-connected client having a second application program that sends a user request for a content item belonging to a category to the network;

a customization server platform connected to the network, the customization server platform receiving the request for the content item, the server platform comprising:

5 an information source having the content item;

an application program specifying a taxonomy of the relationship of content items and actions based on their categories;

10 a rules and action module having an action belonging to the category and a rule for invoking the action upon the identification of the receipt of a requested content item having the same category as the action; and

a categorizer for identifying the category of the content item and the action, wherein the categorizer and the the network-connected client are located on the same machine.

15 33. The computer-implemented system of claim 32, wherein the categorizer is a dedicated hardware device.

34. The computer-implemented system of claim 32, wherein the network-connected client is a personal digital assistant.

35. The computer-implemented system of claim 32, wherein the network-connected client is a wireless device.

20 36. A computer-implemented system for the dynamic customization of user-requested content, the system comprising:

a network-connected subscriber server system having a third application program that forwards a user request for a content item belonging to a category to the

network;

a customization server platform connected to the network, the customization server platform receiving the request for the content item, the server platform comprising:

an information source having the content item;

5 an application program specifying a taxonomy of the relationship of content items and actions based on their categories;

a rules and action module having an action belonging to the category and a rule for invoking the action upon the identification of the receipt of a requested content item having the same category as the action; and

10 a categorizer for identifying the category of the content item and the action, wherein the categorizer and the network-connected client are located on the same machine.

37. The computer-implemented system of claim 36, wherein the categorizer is a dedicated hardware device.

15 38. The computer-implemented system of claim 36, wherein the network-connected client is a personal digital assistant.

39. The computer-implemented system of claim 36, wherein the network-connected client is a wireless device.